



# CHANNELS WE MEASURE TODAY

nielsen



**OFF PREMISE**

(\$470MM/12.7MM Cases)

- U.S. Food /Drug/Conv/Mass Merchants
- Select Club and Dollar retailers
- Military Exchanges
- **Liquor** \*7 liquor market geographies (NY City, NJ, FL, MA, MD, CO, MN); PLUS 15 liquor chain retailers across the country

Total U.S. AND multiple state/local markets  
Named Retailer specific reporting

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CGA



**ON PREMISE**

(\$852MM/8.8MM Cases)

- Eating (Restaurants)
- Drinking (Bars)

Total U.S. AND  
6 major markets today

**CIDER**  
21.5MM 288 oz cases  
\$1.3 billion dollars (@ retail)

# OUR ONLY ASK ... AND NO STRINGS ATTACHED HELP US REPORT YOUR PRODUCT SALES ACCURATELY...

- Nielsen information is used and referenced widely – retailers, distributors, investment firms, media, industry associations, etc -
- We want to ensure our reported data is accurate, and complete
- Inclusive of your products' sales in our reporting when it passes a store scanner
- Help us tell your story!

**All we need - your products' labels  
(back and front; digital or actual copies)**

Send to [npcimages@nielsen.com](mailto:npcimages@nielsen.com) and  
[danny.brager@nielsen.com](mailto:danny.brager@nielsen.com)

